

GRAPHICAL USER INTERFACE TOOLS FOR SPECIFYING PREFERENCES IN E-COMMERCE APPLICATIONS

Abstract of the Disclosure

5 A system, method, and computer program product for customizing a graphical
user interface in accordance with user rank-order preferences. A first embodiment
presents a list of labeled items in either a vertical or horizontal orientation. A second,
preferred embodiment includes a persistent pull-down list that presents items in a
hierarchical form. In either embodiment, the user clicks and drags the items into a
physical arrangement corresponding to the user's rank-order preferences of the items.
10 The user can also dismiss items that are entirely unacceptable or completely uninteresting.
A cut-off line can limit the number of presented items, so that limited display space is
allocated only to relevant alternatives. The invention is of particular utility for electronic
commerce applications.